Executive Proclamation

State of South Dakota
Office of the Governor

Whereas, The vast majority of Americans recognize that it is important to protect loved ones with life insurance, with a recent survey indicating that 86 percent agree that most people need coverage; and,

Whereas, The life insurance industry pays roughly $60 billion to beneficiaries each year, providing a tremendous source of financial relief and security to families that experience the loss of a loved one; and,

Whereas, Despite the importance that people place on life insurance and the peace of mind that it brings to millions of American families, there are still too many Americans who lack adequate coverage; and,

Whereas, The unfortunate reality today is that roughly 95 million adult Americans have no life insurance, and ownership of both individual and employer-sponsored life insurance has declined in recent years; and,

Whereas, Life insurance coverage is more important than ever for families who have fewer financial resources to fall back on, increasing their financial vulnerability:

Now, Therefore, I, Dennis Daugaard, Governor of the state of South Dakota, do hereby proclaim February 5-11, 2012, as

LIFE INSURANCE WEEK

in South Dakota.

In Witness Whereof, I have hereunto set my hand and caused to be affixed the Great Seal of the state of South Dakota, in Pierre, the Capital City, this Nineteenth Day of January in the Year of Our Lord, Two Thousand and Twelve.

Dennis Daugaard

Dennis Daugaard, Governor

Attest:

Jason M. Gant, Secretary of State